

Rep Order#	6842554	Ver#	1	Status	New	Traffic Order#	08/16/2012 12:32 PM
EC'd	Yes					Last Received:	08/16/2012 10:54 AM
						Showing Buylines:	All Lines

<b>Station</b>	WAVY-TV NORFOLK, VA.	<b>Agency</b>	( ) AMERICAN MEDIA & ADVOCACY GROUP	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) RIGELL/NRCC		815 SLATERS LANE	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	SCOTT RIGELL/NRCC		ALEXANDRIA, VA. 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	3006	<b>Agency C/P1/P2/E</b>	167/269/3006	<b>Salesperson Phone#</b>	215-567-6005
<b>Buyer</b>	Ben Angle	<b>Flight Dates</b>	08/21/2012 - 08/27/2012	<b>Salesperson FAX#</b>	215-567-5938
<b>Phone#</b>		<b>Hiatus Weeks</b>			
<b>Fax#</b>					

**-- CONTRACT COMMENT --**

CLIENT: RIGELL FOR CONGRESS &amp; NAT'L REP CONGRESSIONAL COMM SC=\*

**-- REMARKS --**

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$14,100  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/21-08/21	1	1	1	\$500.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/23-08/23	1	1	1	\$500.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/24-08/24	1	1	1	\$500.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/27-08/27	1	1	1	\$500.00	
Rating: 5.1												
	6	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 3.1												
	7	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	08/25-08/25	1	1	1	\$400.00	
Rating: 5.6												
	8	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	08/26-08/26	1	1	1	\$300.00	
Rating: 3.7												

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Showing Buylines: All Lines												
Station	WAVY-TV NORFOLK, VA.	Agency	( ) AMERICAN MEDIA & ADVOCACY GROUP	Rep Firm								
Advertiser	( ) RIGELL/NRCC		815 SLATERS LANE	Sales Office	( ) PHILADELPHIA							
Product	SCOTT RIGELL/NRCC		ALEXANDRIA, VA 22314	Salesperson	( ) ANJIE BRADY							
Estimate#	3006		167/269/3006	Salesperson Phone#	215-567-6005							
Buyer	Ben Angle		08/21/2012 - 08/27/2012	Salesperson FAX#	215-567-5938							
Phone#												
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 5.8												
	10	SU	8A-9A	SUN TODAY-NBC	:30	\$800.00	08/26-08/26	1	1	1	\$800.00	
Rating: 7.0												
	11	TU	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/21-08/21	1	1	1	\$250.00	
Rating: 1.4												
	12	TH	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/23-08/23	1	1	1	\$250.00	
Rating: 1.4												
	13	F	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/24-08/24	1	1	1	\$250.00	
Rating: 1.4												
	19	SA	6P-630P	WAVY NWS 6P	:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
Rating: 3.1												
	21	SU	6P-7P	WAVY NW10 SUN1	:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
Rating: 2.5												
	22	TU	730P-8P	INSIDER<	:30	\$450.00	08/21-08/21	1	1	1	\$450.00	
Rating: 3.7												
	23	W	730P-8P	INSIDER<	:30	\$450.00	08/22-08/22	1	1	1	\$450.00	
Rating: 3.7												
	24	TH	730P-8P	INSIDER<	:30	\$450.00	08/23-08/23	2	1	2	\$900.00	
Rating: 3.7												
	25	F	730P-8P	INSIDER<	:30	\$450.00	08/24-08/24	1	1	1	\$450.00	
Rating: 3.7												

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EC'd Yes Last Received: 08/16/2012 10:54 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) RIGELL/NRCC 815 SLATERS LANE Sales Office ( )  
Product SCOTT RIGELL/NRCC ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 3006 Agency C/P1/P2/E 167/269/3006 Salesperson Phone# 215-567-6005  
Buyer Ben Angle Flight Dates 08/21/2012 - 08/27/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	26	M	730P-8P	INSIDER<	:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
Rating: 3.7												
	27	SU	8P-11P	NFL PRE: CAR VS NYJ	:30	\$3,200.00	08/26-08/26	1	1	1	\$3,200.00	
Rating: 18.0												
	28	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/21-08/21	1	1	1	\$350.00	
Rating: 1.7												
	29	W	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
Rating: 1.7												
	30	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/23-08/23	1	1	1	\$350.00	
Rating: 1.7												
	31	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/24-08/24	1	1	1	\$350.00	
Rating: 1.7												
	32	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
Rating: 1.7												

---REPORT TOTALS---  
Report Totals: 27 / \$14,100.00

---SALES MONTHLY TOTALS---  
Aug 12: 24 / \$12,800.00  
Sales Totals: 27 / \$14,100.00  
Sep 12: 3 / \$1,300.00

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Advertiser (    ) RIGELL/NRCC  
Product SCOTT RIGELL/NRCC  
Estimate# 3006  
Buyer Ben Angle  
Phone#  
Fax#

Agency (    ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 167/269/3006  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Station Totals: 27 / \$14,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$38,108

CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 42%
WTVZ 9%	WVBT 6%	WVEC 6%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE